



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 14, 2011

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Youth Watershed Education Program Contract With Art From Scrap

RECOMMENDATION:

That Council authorize the Parks and Recreation Director to execute a 12-month professional services contract with Art From Scrap in the amount of \$56,299.25 funded from Measure B revenues for the provision of youth and community watershed education programs in Fiscal Year 2012.

DISCUSSION:

The Creeks Restoration and Water Quality Improvement Division (Creeks Division) recommends that the City contract with Art From Scrap to provide youth watershed education programs and support the continuation of community events and programming at the South Coast Watershed Resource Center. Youth education is a key component of the Creeks Division's Public Education Plan and the City's Storm Water Management Program (SWMP), along with ongoing efforts to reduce urban runoff pollution and improve ocean water quality at the beach. By providing clear and engaging activities for youth and the community regarding the importance of clean water and the causes of pollution, these programs help people to develop an appreciation of creek and ocean water quality and adopt appropriate behaviors to protect and improve it.

Art From Scrap is a non-profit organization with a primary focus on environmental education for youth. Since 2002, the Creeks Division has implemented an education program for elementary age children, as well as community outreach programming based out of the Watershed Resource Center. Art From Scrap was selected because of their previous experience and expertise in providing youth watershed education programs for both the Creeks Division and County Project Clean Water. The proposed contract with Art From Scrap would continue the existing and successful education partnership to meet the SWMP goal to reach 3,000 students annually.

Scope of Work

Under the proposed contract, Art From Scrap will provide four water quality education programs for schoolchildren within the City of Santa Barbara. These programs include: 1) a three-part Creek Kids series that is targeted to fourth through sixth grade students; 2) field trips to the Watershed Resource Center at Arroyo Burro Beach for kindergarten through sixth grade; 3) in-class creek lessons focusing on the watershed model; 4) assistance with watershed education field trips; and 5) hands-on water quality education activities at community and school events, including science nights. The Art From Scrap programs are correlated to state standards and are updated often to address teachers' suggestions as well as new pollutants of concern and water quality issues. Additionally, the proposed contract includes a partnership with Santa Barbara County to fund a part-time (five hours/week) staff person to manage and administer the Watershed Resource Center.

During Fiscal Year 2012, it is anticipated that Art From Scrap will conduct 160 presentations over a 12-month period, reaching at least 3,000 schoolchildren. Art From Scrap will also provide staffing and support to multiple community programs hosted at the Watershed Resource Center. New themes and special projects are developed each year to maintain an evolving program with fresh elements for teachers and students.

Regional Integration

In addition to providing youth watershed education programs within the City, Art From Scrap is under contract with the County of Santa Barbara to provide similar programs to schoolchildren in other areas in the County. The Creeks Division recommends that the City and County continue to work with Art From Scrap to provide similar and consistent watershed education programs.

BUDGET/FINANCIAL INFORMATION:

The total cost of the contract with Art From Scrap is \$56,299.25. Funds for this contract are included in the proposed Creeks Division Fiscal Year 2012 Operating Budget.

SUSTAINABILITY IMPACT:

Reducing the impact of polluted urban runoff from developed areas is critical for the protection of water quality in the City. An important goal of the Creeks Division public outreach effort is to educate residents about specific behaviors and habits that can improve water quality. Providing educational activities for youth and the community helps participants develop an appreciation of local creek and ocean water quality and adopt appropriate behaviors to protect and improve it.

PREPARED BY: Cameron Benson, Creeks Restoration/Clean Water Manager

SUBMITTED BY: Nancy Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office